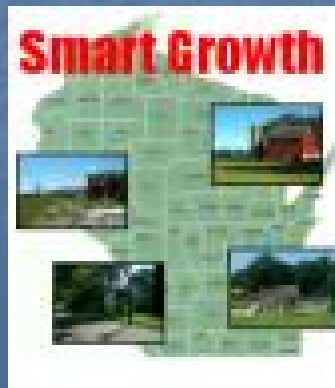


THE WISCONSIN COMPREHENSIVE PLANNING LAW

A COLLABORATIVE APPROACH TO IMPLEMENTING THE SMART GROWTH STATUTE





Smart Growth Principles

- Create Range of Housing Opportunities and Choices
- Create Walkable Neighborhoods
- Encourage Community and Stakeholder Collaboration
- Foster Distinctive, Attractive Communities with a strong sense of place.
- Make Development Decisions Predictable, Fair and Cost Effective
- Mix Land Uses
- Preserve Open Space, Farmland, Natural Beauty and Critical Environmental Areas.

Principles (continued)

- Provide a Variety of Transportation Choices
- Strengthen and Direct Development towards Existing Communities
- Take Advantage of Compact Building Design

Nine Elements Required

| | | |
|-------------------------------------------------|------------------------------------------------------------|-----------------------|
| 1.) Issues and Opportunities | 2.) Housing | 3.) Transportation |
| 4.) Utilities and Community Facilities | 5.) Agricultural, Natural, and Cultural Resources | 6.) Economic |
| 7.) Intergovernmental Cooperation | 8.) Land Use | 9.) Implementation |

Collaborative Planning Stages

1.) Community Diagnosis

2.) Process Design

3.) Data Collection and Analysis

4.) Issue Identification

5.) Goal and Objective Formulation

6.) Strategy Formulation

7.) Plan Review and Approval

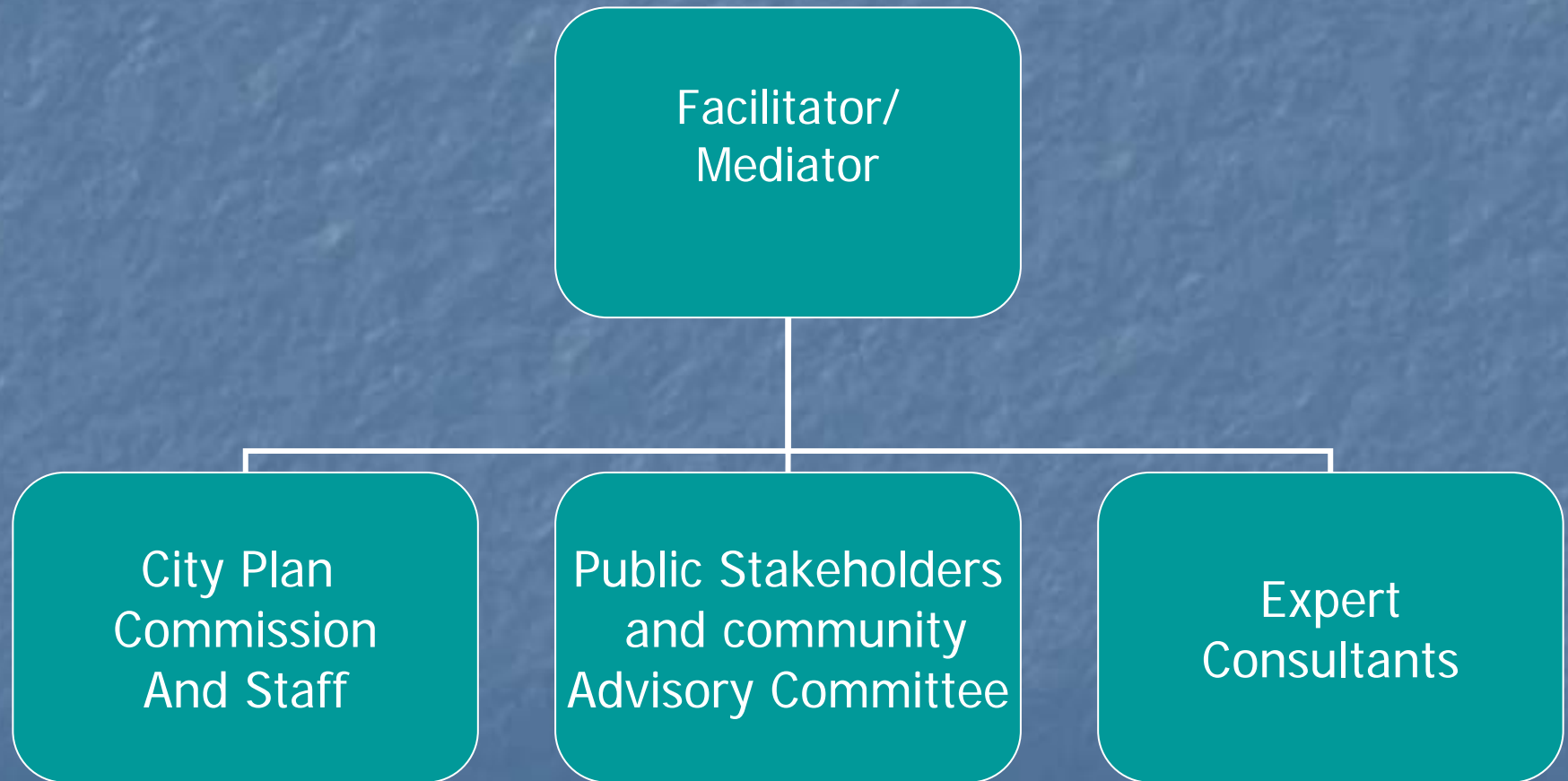
8.) Implementation

9.) Monitoring & Assessment

Who will help you do all this work anyway?



Participants in the Collaborative Process



Common Fears of Public Officials to the Public Participation Process

- Belief that it will encourage the mobilization of antagonistic interests;
- Concerned that it will cost too much, consume time, and delay schedules;
- Fear that the process will be taken over by special interests;
- Fear that participants will not be truly representative;
- Fear that it will undermine their authority or mandate as elected officials;
- Believe that citizens lack capability or knowledge of complex issues;
- Lack the skills required to interact effectively with diverse publics;
- Fear the loss of control over the process;
- Fear that complex issues may become oversimplified;

Why use Public Participation?

Why not just let the “experts” make our decisions?



Benefits of an involved Public

- Intentions and motives of the locals are essential to understanding the issues;
- Typically the public possess essential information about the issues unavailable to those outside the context;
- Creates trust between citizens and the policy makers leading to more durable decisions and outcomes;
- Final decisions will serve those most directly affected;
- The governing institution gains legitimacy;

The Spectrum of Public Participation

| Type of Public Participation | Goal of Public Participation | Promise to the Public | Example Tools |
|------------------------------|--------------------------------------------------------------------|---------------------------------------------------------------|------------------------------------------------------------------------------|
| Inform | Provide information for public understanding | | Open Houses |
| Consult | To obtain public feedback on alternatives | We will keep you informed on feedback results | Public comments Focus groups Public meetings |
| Involve | To work directly with the public and utilize the public's input | Public concerns are reflected in the alternatives considered | Workshops Deliberative polling |
| Collaborate | Partner with public in all aspects of process, including decisions | Incorporate public input directly to maximum extent possible. | Citizen Advisory Committees Consensus building Participatory decisions |
| Empower | Place final decision making to public | Implement what public decides | Citizen juries Ballots ,referendums |

Why is a Collaborative Process different?

- Traditional models of public participation:
 - - open houses
 - - comment periods
 - - public hearing
- Collaboration:
 - Is less competitive
 - Features mutual learning and fact finding
 - Allows underlying value differences to be explored
 - Focuses on interests rather than positions
 - Conclusions are generated by participants through an interactive, reflexive process
 - Builds community capacity in conflict management and trust

How will the Facilitator/Mediator help us reach a consensus?



A Facilitator /Mediator is a neutral independent third party who will perform the following duties:

- Craft and enforce ground rules
- Lead exercises (e.g. brainstorming, role playing, focus groups) to identify issues, separate interests from positions, identify goals and objectives, rank priorities
- Record points of agreement and disagreement
- Propose compromises and or solutions
- Train the participants in listening skills and collaboration skills
- **Coordination Responsibilities:**
- Setting time and place for meetings and publication of same
- Soliciting public agencies and interest groups to participate
- Setting the agenda
- Serve as contact person for all interaction with the public and the media
- Writing grant proposals and searching for funding opportunities
- Conducting pre-process interviews with the public to identify interests
- Mediating internal disputes that pose barriers to consensus

Process Cornerstones

Initiation:

Maintain a balanced approach to the agenda which will cover a full range of issues, agreed upon in advance by all participants.

Inclusiveness:

Encouraging a full representation of interests and participants. Provide an open forum for all parties and equal opportunity for contribution.

Information:

Equal distribution of all fact finding information and testimony from consultants.

Influence:

The facilitator shall be cognizant of the balance of power within the group and delegate authority to subgroups to maintain legitimacy.

Building Trust

- Building trust is the most important feature or outcome of the collaborative process.
- Future attempts at decision making between the community citizens and elected representatives will be easier and will be based from the outset on trust, competence and transparency.

Summary

- A comprehensive plan for your community which utilizes smart growth objectives is both beneficial as well as required by law in the State of Wisconsin by January 2010.
- A full public participation process is a fundamental requirement outlined in the statute.
- Proper comprehensive planning can best be accomplished by a collaborative consensus based process designed and executed by a Facilitator/Mediator